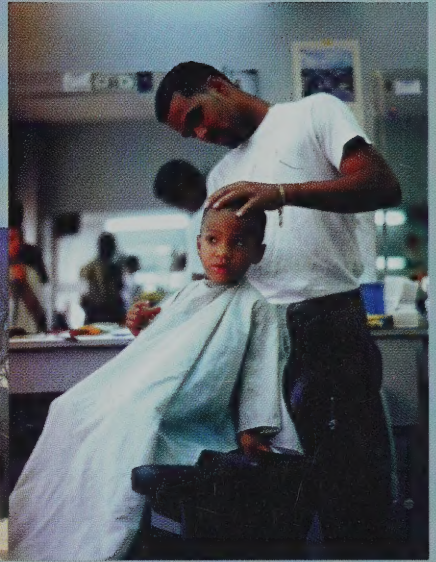


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CELEBRATING FIVE YEARS OF COLLABORATION AND PARTNERSHIP BOSTON MAIN STREETS 2000

BUILDING VIBRANT NEIGHBORHOODS BY CREATING HEALTHY COMMERCIAL DISTRICTS



City of Boston

Thomas M. Menino, Mayor

I believe in the Main Streets program.

I first brought it to Roslindale as a demonstration project in 1985 as a City Councilor. Five years ago, working with community leaders, local businesses, and residents, I established the citywide Boston Main Streets program. Our mission was to revitalize our city's neighborhoods and commercial districts. Today 19 districts have taken their places as vibrant, vital residential and commercial areas, hubs of activity for residents and visitors alike.



Boston Main Streets helps neighborhood commercial districts capitalize on their unique historical, cultural, and architectural assets while addressing the economic development needs around business retention, growth, and recruitment. The program provides merchant groups and community residents with the tools and information they need to compete in today's marketplace. We support our Boston Main Streets districts with financial and technical assistance and storefront improvement services, as well as marketing and promotion programs and education seminars and forums.

Collaboration and partnership are the hallmarks of our revitalization story. New and expanded businesses, job creation, storefront improvements, public investment in infrastructure, and unprecedented commercial real estate investment are the result of Boston's history of community involvement and my administration's commitment to neighborhood development.

I am proud of all that Boston Main Streets has done to make Boston's neighborhoods not only better places to shop, but better places in which to live and work. I remain dedicated to our districts' efforts to organize for success as they build partnerships, strengthen their commercial areas, and communicate their uniqueness to the world.

Congratulations Boston's Main Streets!

Sincerely,

A handwritten signature in black ink that reads "Thomas M. Menino". The signature is stylized with a large, sweeping initial "T" and "M".

Thomas M. Menino
Mayor of Boston



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B O S T O N M A I N S T R E E T S — A N A T I O N A L M O D E L

The Boston Main Streets' story is one of extraordinary neighborhood revitalization. Fifteen years ago, then city councilor Thomas M. Menino brought the Main Streets program to Roslindale. Five years ago, Mayor Menino created the first citywide Main Streets program in the nation. In its 5th year, thousands of volunteer hours and a multitude of collaborations have established each of the city's Main Streets commercial districts as viable and vital. Historic buildings, thriving commercial areas, and clean and secure neighborhoods together create an enviable quality of life that has made Boston a national model.

Like many urban success stories, Boston's story begins in communities steeped in a shared commitment to building community life and a sense of ownership in the results. By establishing mutually beneficial partnerships, working collaboratively, and encouraging participation, each district has forged a distinct identity, maintained on the principle that "we are all in this together."

Boston's creative approach to community revitalization serves as a national model to urban areas across the country seeking to revitalize their neighborhood commercial districts. Cities inspired by Boston's example include Baltimore, Washington, DC, and Detroit. Baltimore launched its Main Streets program in Year 2000.



"Welcome" at National Town Meeting, April 2000

National Town Meeting 2000

In April 2000 Boston hosted *National Town Meeting 2000—New Tools for a New Millennium*. Over 1,600 commercial district revitalization experts and enthusiasts from Main Streets programs around the country met for four days. The conference included numerous sessions that highlighted Boston revitalization efforts. Attendees enjoyed tours of Boston Main Streets districts and workshops on topics ranging from security and traffic issues, urban design planning, economic development, and the challenges of e-commerce. Citizens Bank was the official corporate sponsor of the conference, and contributed \$50,000 in support of the event.

"We are optimistic about the Boston Main Street model's potential in Baltimore. Our goal is to ultimately create a positive image for each commercial district selected in order to revive pride in the community and in our city. The Main Street concept makes sense for our city as it does for Boston, because it focuses on the character and diversity of each community."
Laurie Schwartz, Deputy Mayor, Baltimore

"Mayor Menino and his staff have done an impressive job of instituting the first citywide, multi-district Main Street. We applaud Boston's efforts and hope other major U.S. cities will follow its lead."
Richard Moe, President of the National Trust for Historic Preservation at the National Town Meeting 2000, held in Boston, April 2-5, 2000

BOSTON MAIN STREETS—BUILDING COMMUNITY CAPACITY

The Boston Main Streets program facilitates civic participation and commercial investment. The program helps each local district maximize its access to financial and technical resources in order to fulfill the community's vision.

Upon designation, each local district is allocated funding for six years from the City of Boston's *Federal Community Development Block Grant (CDBG)*. A district manager is hired and a board of directors is elected to lead the district's organization, economic restructuring, design, and promotion efforts. The district manager contacts local business owners to promote the financial and technical resources available to them, and maintains a presence in the commercial center to begin building district unity and identity.

The City of Boston provides a staff of four full-time business managers to facilitate access to additional resources. Department of Neighborhood Development design staff provides assistance to qualified businesses with storefront improvement planning and related retail design projects.

Assistance provided to each district includes:

Financial Assistance—Public funding and corporate buddy partnerships provide the districts with access to financial resources. On a yearly basis, the City of Boston funds each district to maintain full-time staff, obtain technical assistance, run its storefront improvement program, and undertake promotional events and create materials. Upon designation, each district's corporate buddy commits to an investment of \$10,000 per year, for four years.

Technical Services—Boston Main Streets, the National Main Street Center, and consultants offer specialized start-up services to neighborhood Main Streets districts, including organizational development, work plan development, and intensive training in market analysis accompanied by business and image development strategies. The Office of Business Development Business Assistance Team provides administration, development, marketing, retail design, and education for entrepreneurs and small neighborhood business owners.

Design Services—Boston Main Streets provides architectural services to each community in the form of contracts with private firms, administered through Boston Main Streets. These services are used for district-wide planning and individual building designs.

Marketing and Promotion Assistance—Through the *Boston Unwrapped!* campaign, Boston Main Streets provides promotional assistance to the districts and their retail businesses during the Winter holiday shopping season with Public Service Announcements (PSAs), shopping brochures, shopping bags, community news advertising, special events, and BostonUnwrapped.com, the program's web site of information, resources, and business listings.

Education Seminars and Forums—Working in collaboration with the U.S. Small Business Administration and the City's Technical Assistance partners, small businesses have access to information and training on retail security issues, zoning, legal services, and marketing and promotion, among others through the City's *Business Roundup* monthly seminar schedule.

"The ISD Zoning Clinic provided guidance and taught me how to balance different occupancy codes for different functions. The clinic made ISD more accessible which will help me make a reality of my vision to create dynamic space for a range of public art displays and performing arts in the community and for the community."

Katya Gorker, Burlick Research Institute, a nonprofit Arts Center in Dudley Square. Attendee at ISD's Zoning Clinic held at the Boston Empowerment Center

BOSTON MAIN STREETS—BUILDING COMMUNITY CAPACITY

Boston Main Streets Design Assistance - Storefront Improvement Program

Boston Main Streets programs and the city's 19 local Main Street districts strive to enrich and preserve the unique character of Boston's commercial centers. *Boston Main Streets Design Assistance* enables local Main Street districts to improve the design and physical appearance of their district's buildings, streets, and sidewalks.

The Storefront Improvement Program focuses specifically on the exterior of neighborhood businesses. The Program aims to improve the design and physical appearance of buildings by providing neighborhood business owners with professional architectural advice. Consequently, each local Main Streets district and its business owners have the opportunity to improve their businesses as well as to help enhance the overall image and economic conditions for all within their particular community.

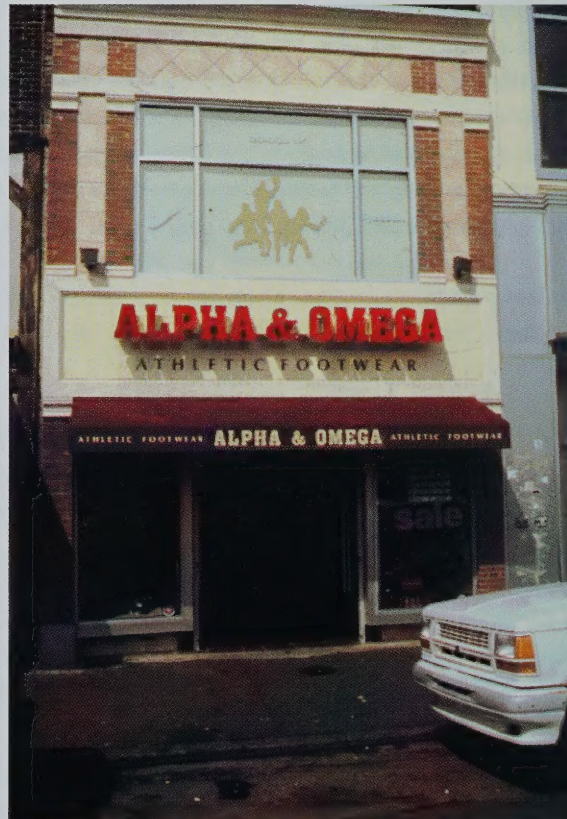
Good design decisions are strong foundations for good business and can be cost-effective investments when properly planned. Business and property owners who participate in the *Storefront Improvement Program* also are eligible for grants on a reimbursement basis to help defer the cost of improvements.

From conception to completion, the timeframe for a storefront improvement varies depending on funding availability and contracting arrangements. In Year 2000, 76 businesses completed storefront improvement projects. Design assistance was provided to more than 53 businesses. Many of those businesses also began construction in the past year.

Storefront improvement: Alpha & Omega Athletic Footwear, Dudley Square, Roxbury



Before



After

BOSTON MAIN STREETS AND CORPORATE PARTNERSHIP—A WORKING COLLABORATION

The Boston Main Streets program depends on and gratefully acknowledges the generous financial contributions and on-going participation of its corporate buddies. A hallmark of the program, the *Corporate Buddy* partnership between the districts and the city's corporate leaders aims to:

- Maximize the overall effectiveness of the Main Streets program
- Deepen corporate commitment to the communities in which they do business
- Create opportunities for collaboration and shared responsibility between participating corporations and local merchants

Each corporate buddy contributes \$10,000 per year for four years to its partner district. The corporate buddy's contributions are acknowledged in district publications. They are also invited to participate at special events hosted by the local districts.



Boston Federal Savings Bank provides a comprehensive range of products and services to individuals and businesses. In business over 100 years, it is a community bank committed to customer service and to the communities it serves.



Boston Private Bank & Trust Co. is a full service commercial bank that specializes in private banking, investment services, small business loans, home mortgages, and real estate financing for affordable housing and economic development initiatives.



Brigham and Women's (BWH) is a 716-bed nonprofit teaching affiliate of Harvard Medical School and a founding member of Partners HealthCare System, an integrated health care delivery network.



Capital Crossing Bank provides innovative personal and business banking services. Our dedicated professionals work with clients to customize a package of products and services suited to their needs.



Citizens Bank of Massachusetts is a \$15 billion bank headquartered in Boston with more than 140 branches in Eastern Massachusetts and commercial banking centers in Boston, Wakefield, Woburn, Quincy, Norwell, Framingham, Plymouth, Fairhaven and Hyannis.



Fleet has been recognized as the #1 Small Business Administration Lender in the USA. Fleet offers a variety of flexible Small Business Checking Accounts and SmallBusiness Payroll Services that help businesses reduce the time they spend on payroll as well as offering the convenience of online banking and investing with Fleet *OfficeLink*.



Founded in 1901 and headquartered in Boston, The Gillette Company is the world leader in grooming products. The Company is also the world leader in alkaline batteries, toothbrushes, and oral care products.



KeySpan Energy Delivery New England supplies 2.4 million customers with natural gas. KeySpan places great value on the safety and health of the communities it serves.



LISC is a national organization that invests in the revitalization of urban and rural communities by channeling private resources from corporations and foundations into community-based organizations.



New Balance Athletic Shoe, Inc. is a leading manufacturer of footwear and apparel for women, men, and children. Product categories include running, walking, cross-training, basketball, tennis, outdoor, casual, and kids.



Mellon Financial Corporation is one of the world's leading providers of wealth management and global investment management for individual and institutional investors, as well as global investment services for businesses and institutions.

BOSTON MAIN STREETS' STRATEGIES FOR SUCCESS—VOLUNTEERISM AT ITS BEST

Boston Main Streets resources help communities build the participation so necessary to enhancing and sustaining a vibrant city. Participation in the form of volunteerism is the lifeblood of every Main Streets organization. Volunteers serve on each Main Streets district's organization, economic restructuring, design, and promotion committees. They bring their talents and life experiences together to improve the business environment, public spaces, and quality of life for the city's residents. In Year 2000 local districts combined logged over 17,000 hours of volunteer time. Since the program's inception in 1995 volunteers have contributed more than 65,000 hours of their time and talents.

This critical mass of volunteers and organizations working together create an environment conducive to strengthening the web of relationships that serve to fulfill a community's revitalization goals. For instance, Main Streets commercial district promotion efforts generate a mutually beneficial relationship between store owners and the residents who choose to frequent and spend their money in the district's businesses. This relationship between shoppers and merchants generates a *multiplier effect*, moving money and resources around the community rather than out. As a result, over time residents and visitors enjoy greater product selection and better services. The district's growing prosperity becomes part of the economic engine that drives the city's economy. Extraordinary people. Extraordinary results. Volunteerism at its best.

"Volunteering solves problems. I walked by the Peabody Square clock every day. It bothered me that such a beautiful and useful thing was broken. I started making phone calls and writing letters and trying to get other people in the community to lobby to get it repaired. Eventually I learned that there was indeed a plan to fix it. When the restoration came in over budget, the community support we mustered helped make the case for spending the money."

Jeffrey Gonyeau, Volunteer of the Year, St. Mark's Area Main Street

2000 Volunteer Awards

Allston Village	Michelle Remeny
Brighton	Alexandra Connors
Chinatown	Wilson Lee
Dudley Square	Dr. Joseph Warren
East Boston	Neffo Capuccio
Egleston Square	Sgt. Larry VanZandt
Fields Corner	Anita Nasra
Four Corners	Bill Perkins
Grove Hall	Min. Don Muhammed
Hyde Park	Patricia Tierney
Hyde/Jackson Square	Shirley Young
Mission Hill	Bill Massey
Roslindale Village	Glenn Williams
South Boston	Jack Forbush
St. Mark's Area	Jeffrey Gonyeau
Upham's Corner	Joyce Bishop
Washington Gateway	Herb Fremin

2000 Business Of The Year Awards

Flyrabbitt
Minihane's Flower & Gift Shop
Fitz Inn Parking System
Canton Corporation
Salvy the Florist
Pro Images Photo
H. Levenbaum Realty & Insurance
CityFresh Foods
New World Security
Hyde Park Cooperative Bank
Freddie's Market
Mike's Donuts
Zia
Oven Door Bakery
The Pet Connection
Strand Pharmacy
M & M Barbers

BOSTON MAIN STREETS ARE OPEN FOR BUSINESS—GETTING THE WORD OUT

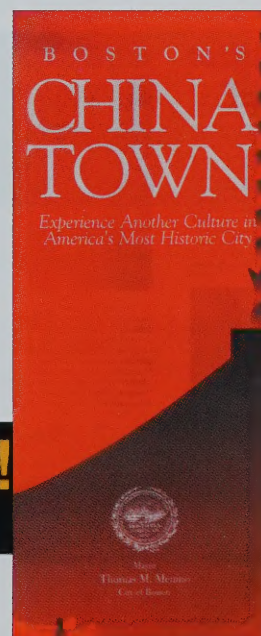
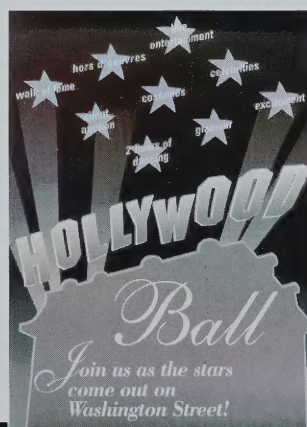
The pulse of the city originates in its Main Streets districts. Using many forms of communication to get the word out, each district strives to build its commercial identity as a "must visit" shopping, dining, and cultural destination. Regular community newspaper advertising, print media attention, television and cable reports, neighborhood flyers, web sites, newsletters, word of mouth, new business ribbon cuttings, and outdoor advertising showcase each district's attractions and achievements.

Regular marketing and promotional efforts bring customers in to share the excitement. Unique shopping and award-winning restaurants as well as high standards in customer service, convenience, and welcoming streetscapes keep bringing them back.

The districts offer a vast array of shopping and fine dining opportunities and some of the best historic and cultural attractions the city has to offer. During Year 2000 more than 100 formal special events were held that drew over 35,000 people to the districts to celebrate the city. Art exhibits, festivals, shopping days, youth activities, cultural events, road races, house tours, and holiday shopping promotions regularly attracted people from around Boston and beyond. Forty-three new businesses opened and many are in the pipeline for 2001. Increased business activity generated, and continues to generate, optimism and energy for the future.

The word is out—Boston's Main Streets are open for business.

"When I go to shows in New York City I encounter people who have heard about Roslindale Village. It is absolutely because of Main Streets that we have been successful. Without Main Streets the Village would be many separate businesses. Being with Main Streets, businesses participate in the neighborhood. As a business owner, I can help set the agenda with other businesses. Main Streets has access to wonderful resources and brings the businesses under one umbrella that includes the trade association and the community. It feels like a real main street." Lesia Stanchak, owner, Zia, Roslindale Village



BOSTON MAIN STREETS — TIMELINE: 1985 - 2000



The Roslindale Urban Demonstration Program is initiated. Over its first three years the program realizes more than \$5 million in public and private investment.

1985

Boston Main Streets kicks off a series of technical assistance and promotion programs including Bright Times for Boston Business; Advice+ on Main Street; Boston Unwrapped! and Transportation Action Plans.

Boston Main Streets wins *City Excellence Award for Neighborhood Pride*.

Bank Boston hosts the Boston Main Streets *1st Annual Volunteer Awards* celebration.



1996

1995

Eleven districts win designation as the first Boston Main Streets: Allston Village; Bowdoin /Geneva; Chinatown; Codman Square; Dudley Square; East Boston; Egleston Square; Hyde Park; Roslindale Village; South Boston; Upham's Corner.

Joining Boston Main Streets as Corporate Buddies: Star Market; BayBank; PNCBank; USTrust; Boston Edison; Bank Boston; Fleet Bank; Citizens Bank; Gillette; LISC (Local Initiative Support Corporation), Shawmut Bank.



1997

Boston Main Streets total 15 districts with designation of 4 new districts: Brighton, Hyde/Jackson Square, Mission Hill, Washington Gateway.

Mellon Bank New England joins the Boston Main Streets network as a Corporate Buddy.

Entrepreneur magazine names Boston as one of the top three "Best Cities for Small Business".

Fleet Bank hosts the Boston Main Streets *2nd Annual Volunteer Awards* celebration.

The Boston Business Heritage Project is launched honoring more than 700 25, 50, and over 100 year old Boston businesses.



Mayor Menino establishes the City of Boston Office of Business Development.

Boston Private Bank & Trust Co. and New Balance join the Boston Main Streets network as Corporate Buddies.

Goodwin Proctor and Hoar host the Boston Main Streets 3rd Annual Volunteer and Small Business of the Year Award celebration.

Fleet Bank sponsors the 3rd Annual Boston Unwrapped! holiday shopping campaign.

Boston Main Streets provides state of the art computers and software to all Main Streets offices.



Boston Main Streets hosts National Town Meeting 2000. The meeting attracts over 1,600 participants from Main Streets across the country. Citizens Bank sponsors the event.

Boston Main Streets, along with the State of Indiana, is named a pilot site for the National Main Street Center's and the U.S. Small Business Administration's new initiative to determine how best to combine the resources of both organizations to boost economic growth in local commercial districts across the country.

Boston Main Streets awarded Council for Urban Economic Development 2000 National Economic Development Award.

1998



1999

Boston Main Streets total 19 districts with an addition of 4 new districts: Four Corners, Fields Corner, Grove Hall, and St. Mark's Area.

Capital Crossing and Keyspan Energy Delivery New England join the Boston Main Streets network as Corporate Buddies.

Boston Main Streets is selected to participate in the Pew Partnership's *Wanted: Solutions for America*, a national initiative to document and disseminate what works to build strong communities.

The International Downtown Association gives Boston Main Streets its *Downtown Achievement Award*.

Citizens Bank hosts the 4th Annual Volunteer and Business of the Year Award celebration and sponsors the 4th Annual Boston Unwrapped! holiday promotion campaign.



2000

National Main Street Center awards Boston the 2000 Great American Main Street Award.

Boston Federal Savings Bank and Brigham and Women's Hospital join the Boston Main Streets network as Corporate Buddies.

Districts collaborate to establish the *Main Streets Network* as a means to share information, funding resources, and technology.

OKM Associates works with districts on economic restructuring and marketing and promotion plans.

Fleet Sponsors 5th Annual Boston Unwrapped! campaign.

Verizon hosts Boston Main Streets 2000 Volunteer and Small Business Awards celebration.

BOSTON MAIN STREETS 2000 — DISTRICT HIGHLIGHTS

The managers and the Boards of Directors in each district are constantly engaged in creating an environment that brings people to the table and allows their participation. Consequently, residents, volunteers, small businesses, entrepreneurs, corporate leaders, government partners, and community institutions—working together—are bringing much success to Boston's Main Streets.

"Citizens Bank is pleased to partner with Mayor Menino and the Boston Main Streets program in helping to revitalize the city's diverse neighborhoods. It is wonderful to see firsthand the ongoing enhancements occurring throughout these vital city communities."
Thomas J. Hollister, President & CEO, Citizens Bank of Massachusetts

CELEBRATING YEAR ONE

In 1999, Fields Corner, Four Corners, Grove Hall, and St. Mark's Area were designated Main Streets districts. As Year One districts, the boards, committees, and managers focus on developing their organizations. They continue generating the volunteerism and building the collaborations that are hallmarks of Main Street designation. They kickoff a storefront improvement program and begin efforts to promote their districts' businesses.

Fields Corner Main Street - A Taste of Fields Corner

The Fields Corner Main Street district in Dorchester is a diverse neighborhood with a large population of Vietnamese businesses and residents. Fields Corner Main Street (FCMS) and Viet-AID partnered to promote the Main Streets' mission throughout the district. Viet-AID has been a great advocate for the Main Streets program and has translated many documents into Vietnamese, assisted at meetings, and provided translation services.

In addition to outreach to the Vietnamese business community, FCMS worked closely with Fields Corner Civic Association and the Merchants Association. FCMS and the Merchants Association organized and promoted the fourth annual *A Taste of Fields Corner*. This event attracted thousands of local residents to the district.

Along with the efforts of local merchants and residents, FCMS's success is due, in large part, to the support of KeySpan Energy Delivery New England. As the district's corporate buddy, the company is an active participant in the progress of the community.



Fields Corner neighbors, Dorchester

"KeySpan Energy Delivery New England (formerly Boston Gas) worked with the Fields Corner community for several years prior to its receiving the Main Streets designation. We are very happy to continue to work with them to build upon the many positive aspects of this vibrant community. Through the Main Streets program, we are helping commercial districts thrive by helping to preserve, restore, and promote neighborhood businesses."
Chet Messer, President, KeySpan Energy Delivery New England

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

Four Corners Main Street - Throw Down at Four Corners

In addition to ongoing market analysis, banner design, development proposals, and a kickoff of its *Façade Improvement Program*, Four Corners Main Street (4CMS) organized two very successful events during 2000. Over 50 people attended its *Open House* on June 23. The gathering welcomed and recognized the incoming executive director and the district's corporate buddy, Capital Crossing Bank.

On November 30, the district celebrated the completed storefront improvement of CityFresh with a ribbon cutting and a Boston Unwrapped! event, *Throw Down at Four Corners*. Partners and committees worked together to plan the extravaganza which attracted 115 people to the district.

"Four Corners is the ideal location for us, even though the business is not location based. We are here because the potential to fulfill our mission to be part of the community is incredible. We are able to draw from the local talent, which makes us a better business." Glynn Lloyd, President, CityFresh



CityFresh, Four Corners, Dorchester

"Capital Crossing Bank is proud to sponsor the Four Corners Main Street program. Through the hard work and dedication of its volunteers and staff, it makes a major contribution to the commercial revitalization of the district." Nicholas W. Lazares, Chairman and Co-CEO, Capital Crossing Bank

Grove Hall Main Street - Community Partnerships

In Year 2000 Grove Hall focused on building its community partnerships that include Neighborhood Development Corporation of Grove Hall, the Grove Hall Board of Trade, and the Blue Hill Task Force. To introduce Grove Hall Main Streets (GHMS) to area merchants, in September over 75 storeowners and partners attended the *Merchant Reception* held at Zoo New England, Franklin Park. A public meeting was also held to address issues around organization, design, promotion, and economic restructuring. In December, the *Storefront Improvement Program* was launched. With support from its corporate buddy, Fleet Bank, GHMS provided merchants with readily available technical assistance.

"At Fleet, we believe that a diverse, informed, and well-capitalized small business community is essential to the economic well being of Boston's neighborhoods. The Main Streets program helps us maintain the strength of neighborhood small businesses through a working partnership that values entrepreneurship, promotes technical assistance, and fosters community involvement."

Michael F. Glavin, Director of Regional Development, Fleet

The Grove Hall Convenience Store, one of the 72 businesses in this Main Streets district eligible for technical assistance and storefront improvement grants



St. Mark's Area Main Street - Look at Those People!

In July and August, St. Mark's Area Main Street (SMAMS) worked with the Dorchester Community Center for the Visual Arts, better known as "Dot Art," to bring the renowned "Look at Those People!" sculpture project to life on Dorchester Avenue.

While the Dot Artists worked on their sculptures, SMAMS identified merchants that might be interested in hosting the figures. After meeting with merchant hosts, youth involved with Dot Art installed 14 life-sized sculptures of human figures in front of St. Mark's Area businesses. Following the unveiling celebration attended by more than 150 people, SMAMS and Dot Art led a tour through the district with stops to visit the merchants hosting the sculptures. The sculptures were on display through mid-October. The project surprised and delighted drivers and pedestrians, and it drew the attention of The Boston Globe, The Dorchester Reporter, and at least one local television station.



Dot Art student with her sculpture, "Looks Like Rain"

In Year 2000, SMAMS announced its *Storefront Improvement Program* and designated its first buildings for assistance. It continues to help lay the groundwork for developing the "Banton Street Lot," a large vacant lot in the center of the district. During the winter holidays SMAMS promoted local businesses by distributing business directories and coupons for neighborhood merchants at its *Holiday Stroll* party.

"Boston Main Streets exemplifies the cutting-edge solution that the Pew Partnership for Civic Change seeks to research and replicate in cities across the nation. Every city in America can learn from the work of Boston Main Streets. Revitalizing commercial districts and encouraging entrepreneurship are key priorities for all communities. We are learning from Boston's success so that we can share these strategies with communities everywhere." Suzanne W. Morse Executive Director, Pew Partnership for Civic Change

"I was amazed at the number of people who turned out on the night of the reception. I haven't seen that much foot traffic in 20 years. And lots of people came into my shop over the next few months because of the sculpture outside." John Griffin, proprietor of Holbrow's Florist, St. Mark's Area Main Street

"Boston Federal Savings Bank is pleased and proud to be involved in the St. Mark's Area Main Street program. We believe cooperative partnerships are essential to building robust communities. We look forward to working with St. Mark's to create initiatives to strengthen the commercial district and to enhance the quality of life for everyone in the area." David P. Conley, President, Boston Federal Savings Bank

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

CELEBRATING YEAR THREE

Year Three districts include Brighton, Hyde/Jackson Square, Mission Hill, and Washington Gateway Main Streets. In addition to continuing efforts initiated in Year One, by Year Three districts have an on-going and thorough knowledge of businesses and the available vacant retail and commercial space. As part of their market analysis studies, each district is continuously engaged in efforts to develop innovative ways to draw businesses to the district and to attract customers year round. Working with their partners, the districts design strategies and implement practices to promote their communities and build participation.

Brighton Main Streets - Community in Motion



In Year 2000 Brighton Main Streets hosted the annual *Anti-Litter program*, the *Brighton Music Fest*, several winter holiday programs, and its first major fundraiser, *The Millennium Gala*. The Gala was a black tie event held at the world headquarters of the district's corporate buddy, New Balance. Residents, business owners, and local politicians attended it. The event was a sell out and raised over \$40,000 for Main Streets programs. All products and services for the event were contracted with local businesses.

Over the past year Brighton Main Streets has also facilitated technical assistance to existing businesses including providing architectural renderings, marketing plans, inventory control and accounting systems through the City of Boston's Office of Business Development. Seven storefront improvement projects were completed and eight are in the pipeline. Two projects are major historical rehabs in the heart of Brighton Center.

"The success of the Brighton Main Streets program lies in teamwork between the Board of Directors and countless members of Brighton's commercial and residential community. New Balance is honored to be a member of the community and the Brighton Main Streets corporate buddy."

Jim Davis, Chairman & CEO and Anne Davis, Executive Vice President, Administration, New Balance, Brighton Main Streets Corporate Buddy

"I am happy and proud to say that Main Streets is on the fast track moving ahead. In three years we have accomplished two historic block renovations and we have worked on over twelve design projects. Our Board of Directors is a group of dedicated, professional volunteers and our manager and promotions director excel in working with district businesses and merchants associations. We are all honored to work with New Balance, our very supportive and engaged corporate buddy."

Antoinette Rossi, Board President, Brighton Main Streets



Johnny D's market, Brighton Center

BOSTON MAIN STREETS 2000 — DISTRICT HIGHLIGHTS

Hyde/Jackson Square Main Street - Partnership and Community Building



Hyde/Jackson Square Main Street (HJSMS) is building strong relationships with institutions like its corporate buddy, Boston Private Bank and Trust Company, which opened a lending office in the district in January 2000. All Checks Cashed, HJSMS's Neighborhood Sponsor, is a rooted business in the community. Both institutions continue to assist the district by providing services and technical assistance to local merchants and residents. Recently, HJSMS welcomed six new businesses into the district and celebrated the completion of six façade improvement projects. Eleven additional applications for façade improvements were submitted in Year 2000 and are expected to be completed by Fall 2001.

HJSMS's program manager and board are working hard to promote this business district. As a result of these efforts this program has created a community building event in collaboration with Egleston Square Main Street, the *Mike LaDouceur 5K Road Race*. The race is run through both Main Streets districts. Local businesses and partner institutions sponsor the event and participate as volunteers. This annual event attracted over 200 runners and over 30 volunteers in Year 2000.



Mike LaDouceur 5K Road Race through Hyde/Jackson and Egleston Squares

"That day we felt proud. We are still overwhelmed by the fact that Mayor Menino and all the other officials took time out of their busy schedules to personally attend. We know Mike would be very happy to know his work and life made such an impact." Eddie and Connie LaDouceur, a note from Mike LaDouceur's parents following the running of the 1st Mike LaDouceur 5K Road Race

"Boston Private Bank is very pleased to be a partner in the Main Streets program. About two years ago, Mayor Menino welcomed us as Corporate Buddies. It is that kind of commitment that makes this economic development initiative a meaningful one that is helping to transform neighborhood business districts to better serve their communities. By working together, we can all make a difference." Esther Schlorholtz, Senior Vice President, Boston Private Bank & Trust Co.

Mission Hill Main Streets - A Community Affair



Mission Hill Main Streets (MHMS) holds several events each year that rely on collaboration with other community organizations and broad participation among residents and businesses. Starting in January planning begins for the *Annual Community Picnic*. Promotion committee members contact community organizations to generate participation. Several youth agencies including Mission Safe and Sociedad Latina take responsibility for children's activities. Local organizations like NAACP and area health organizations staff information tables. For a nominal fee residents can rent tables at a flea market. The Brigham and Women's Hospital annually donates hot dogs and hamburgers. The New England Baptist Hospital and Mass College of Pharmacy also contribute picnic fare. Neighborhood volunteers generously assist with setup and clean up on the day of the event. Over 200 people attended Year 2000 festivities. Plans are underway for the 2001 picnic.

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

Results characterize MHMS's work throughout the year. It has provided funding to four completed façade improvement projects and has five pending. Banners designed by a volunteer member of the design committee demarcate the Main Streets district. The annual meeting each October includes *Taste of Mission Hill*, an event that highlights various local restaurants.

"I'm delighted that Brigham and Women's Hospital is making this long-term investment in the community. Everyone involved in this collaboration will benefit a great deal from it." John McGonagle, Director, Ambulatory and Community Health Services, a Main Streets board member and avid supporter since the program's inception.



Face painting at the Mission Hill Annual Picnic

Washington Gateway Main Street - Hope and Opportunity



Proclaimed "Best New Place to Live" by *Improper Bostonian* in July 1999, Washington Gateway generates significant levels of participation from the community. For the Year 2000 over 360 volunteers contributed more than 4,600 hours of expert services. Improving the community included advancing the development of six vacant parcels, including one that had been stalled for 32 years.

On October 28 Washington Gateway Main Street and Project Place joined in a fundraising partnership to present, *The Hollywood Ball* at historic Minot Hall, Gateway's 4th spectacular fundraising event. Two floors of Minot Hall were transformed with Hollywood sets and décor. Over 375 guests, decked out in their favorite movie star regalia, including Marilyn Monroe, James Dean and Mae West, enjoyed food delights from over 25 of the South End's wonderfully eclectic restaurants and danced to live Jazz and DJ music throughout the evening. A silent auction featured items from fantasy to the fantastic including sports memorabilia, art objects and dining with celebrities. Mayor Menino attended and presented the "Academy Awards" for the evening. There was a great deal of local paparazzi and fanfare, complete with a "walk of fame" where all of the events sponsors were recognized. Over \$35,000 was raised to help revitalize Washington Street and also to promote hope and opportunity for homeless individuals.

"I look forward to this event each year and it keeps getting better and better. The evening is a great way to connect with your neighborhood and feel a part of it all."
Tom Clark, South End resident

"Mellon New England places a high value on our community partnerships and we are dedicated to working with our partners to provide opportunities to create welcoming places to both work and live. We are proud to be the Washington Gateway Main Streets Corporate Buddy."
David F. Lamere, Chairman, Mellon New England



Revelers at the Hollywood Ball

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

CELEBRATING YEAR FOUR

Year Four districts include Allston Village, Bowdoin/Geneva, Dudley Square, Egleston Square, and Upham's Corner Main Streets. By Year Four districts have secured their market position. Small business technical and financial assistance initiatives continue to support district businesses. Promotional events and marketing efforts bring residents and visitors in to enjoy the cultural, historic, and shopping offerings in the community.

Allston Village Main Streets - Its All in Allston



In Year 2000, Allston Village Main Streets (AVMS) continued to forge partnerships designed to help local businesses become more successful. Among the partners bringing technical and financial assistance to Allston Village businesses are the U.S. Small Business Administration, SCORE (the Service Corps of Retired Executives), Boston College management faculty and students and the Boston Empowerment Center. AVMS also worked with Asian American Bank and Trust Company to launch a citywide prime-rate loan program for Main Streets facade projects. AVMS organized coop advertising for women-owned businesses in Allston and will soon launch a cooperative valet parking program for restaurants and clubs in the area.

Working in partnership with two Allston-based businesses, Spider Web Hosting and Feisty Design, AVMS expanded its web site, www.allstonvillage.com/AVMS, to include design guidelines and façade improvement program guidelines as well as membership benefits and volunteer information. Promotion of the district's offerings characterizes its success: "Whether you're looking for pho or faux, salons or cilantro, fish or Phish, carpets or car parts, you'll find it all in Allston Village. You'll find convenience, service, and personality no mall can offer. *It's all in Allston!*"



Allston Village banners

"I live and work in Allston. My involvement began a few years ago when I was first attracted by the new banner designs under development. I wanted to be part of that. I started volunteering. Soon I was maintaining and adding to the district's web site. It was fun and wonderful working with the other Main Street members. I believe in community service and in helping my neighborhood. Boston Main Streets is doing great things for the community."

Michelle Remeny, resident, owner, Feisty Design, board member, and AVMS webmaster

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

Bowdoin/Geneva Main Streets - Services and Safety



Bowdoin Geneva Main Streets

Working in collaboration with Dorchester Bay Economic Development Corporation, Bowdoin Geneva Main Streets' (BGMS) efforts to recruit business are underway with the potential to open three key businesses by Spring 2001. Stores under consideration include a drug store at the corner of Bowdoin Street and Geneva Avenue, a BBQ Rib and Blues restaurant with live entertainment, and an ice cream parlor, both in the heart of Bowdoin Street.

The *Multicultural Ronan Park Festival*, an annual event, is organized with assistance from the local merchants, the Bowdoin Street Health Center, Area C11 Police Department, and Dorchester Cares. The event promotes neighborhood safety as well as the services and goods provided by local merchants. In August 2000, more than 150 local residents, children, and youth participated in this fun event.



St. Peter's Church, Bowdoin/Geneva, Dorchester

Dudley Square Main Streets - Heart and Soul of Roxbury



Over \$100 million in commercial development as well as funding and technical assistance for storefront and retail improvements are drawing small and large businesses and organizations to Dudley Square. Business owners and community residents participate in and benefit from the renewal of Dudley Square. For example, over \$264,000 has been spent on 11 storefronts on Washington Street. Hamill Gallery of African Art is one business that with assistance from the City and significant financial investment from the owner accomplished a stunning restoration of the first floor at 2164 Washington Street.

To celebrate the Hamill Gallery of African Art's restoration, *Jamming @ Dudley Main Streets* was held in September 23, 2000. Over 200 supporters attended this gala. Berkeley School of Music students played New Orleans jazz at the Gallery's entrance and several well-known local jazz musicians performed throughout the evening. The event netted over \$18,000 in support for Main Streets. The event was both a major fundraiser for the district and a major step in creating a Boston arts and cultural district in Dudley Square.

"Like most artists and art's organizations, we gravitate towards new and adventurous areas. Dudley is in the midst of a major revitalization. We enjoy being part of that. Our gallery of traditional African art speaks to the local community and draws in art lovers from all over the country. Without Main Streets' encouragement and support, I would not have undertaken our storefront improvement project. I am very grateful."

Tim Hamill, owner, Hamill Gallery of African Art

Storefront Improvement: Hamill Gallery of African Art, Dudley Square, Roxbury



Before



After

BOSTON MAIN STREETS 2000 — DISTRICT HIGHLIGHTS

Egleston Square Main Street - Collaboration Works



Egleston Square Main Street (ESMS) values the relationships it has with many neighborhood organizations, including Hyde/Jackson Square Main Streets. In May 2000, the 2nd Annual Mike LaDouceur 5K Road Race was run to honor the memory of ESMS's first executive director and a local community activist. Over the past two years the race has attracted more than 75 volunteers and 300 runners and raised approximately \$8,000 to benefit Main Streets programs. ESMS works closely with the Egleston Square Merchants Association. Joint activities strengthen the relationship and in 2000 included a business workshop, a turkey dinner and give away, and a Christmas tree lighting during the holidays.



Ongoing activities also benefit neighborhood youth. Main Streets sponsored February's *Skate Day* held at Jamaica Plain's Kelly Rink. The event attracted youth from across Jamaica Plain and Roxbury. Volunteers collaborated to sustain the district's physical improvement program, a hallmark of the district's activities over the past four years. In Year 2000, two façade improvements were completed and two are currently in the pipeline for Year 2001.

Mural in Egleston Square, Roxbury

Upham's Corner Main Street - Upham's Days



This year Upham's Corner Main Street (UCMS) had the opportunity to do its first full-scale unified sales promotion event. During *Upham's Days*, a special three-day period, shoppers received discounts at participating area stores. The event got an extra spurt of energy from the Boston Main Streets' *Boston Unwrapped!* program, which added resources like special shopping bags, a video production, and citywide advertising to the promotion.

Upham's Days followed immediately after the City's Holiday Tree lighting ceremony, on November 27, 28 and 29. During those days, customers could pick up the *Boston Unwrapped!* bags at the participating stores, where 10% discounts were already being offered, and inside the bag were coupons and other promotions for merchandise or services at additional locations.



Streetscape, Upham's Corner, Dorchester

"I've found it very rewarding, working with local merchants and Boston Main Streets to make Boston Unwrapped! a part of our commercial district promotion. This was the first time we could do it, and we hope to make it run even better next year and the years after that."

Hal Cohen, UCMS Promotion Committee Chair; owner, Maxwell Community Business Park

"Boston LISC has been involved as a Main Streets corporate buddy from the outset of the program. The idea of a grassroots, community based organization working to improve a neighborhood commercial district is consistent with our philosophy and our agenda."

Mathew Thall, Senior Program Director, LISC, Helping Neighbors Build Community, Upham's Corner Corporate Buddy

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

CELEBRATING YEAR FIVE

Year Five districts include Chinatown, Codman Square, East Boston, Hyde Park, South Boston, and Roslindale Village Main Streets. Year Five districts have matured. They have achieved many of the goals established prior to designation as Boston Main Streets districts. They have created a unified business district and an identity recognizable by residents and visitors alike. They have successfully implemented the *Storefront Improvement Program*, provided many businesses with financial and technical assistance, and organized a myriad of yearly promotional and community building events and activities.

Chinatown Main Street - Business is Booming



Chinatown is home to more than 400 businesses. To promote the diversity and uniqueness of its business community, in Year 2000 Chinatown Main Streets (CMS) produced a business directory that has been distributed throughout the city and used by individual business owners to advertise and to attract customers.

Highlights of the year include hosting the National Town Meeting's *Big Bash*. More than 800 people enjoyed a fine dinner at the Emperor's Garden. Throughout the year, a series of historic walking tours promoted the exquisite craftsmanship of the East and bustling markets filled with fresh fruits, fish and meats. The yearly *New Year Celebration* and the *August Moon Festival* were celebrations to be enjoyed by all.

The Main Streets business community has pledged to make Chinatown "The best in the United States—a source of pride, joy, and wealth for all in the Greater Boston and the New England areas."



China Pearl Restaurant, Chinatown

Codman Square Main Street - The Square that is a Star



Codman Square Main Street (CSMS) worked to enhance its commercial district by focusing on façade improvements, organizing merchants to work together to promote safer streets, instituting later business hours, and facilitating community processes.

As a result of a successful community process in Year 2000, a new post office opened and 10-façade improvement projects were completed. Six of the 10 façades are located in the "On the Square Building." CSMS and the Codman Square Neighborhood Development Corporation (NDC) worked together to renovate this building and to recruit new tenants. The other two façades are part of another key building in the district, the "Anthony Rodney Building," which houses the new post office.



People's Market, Codman Square, Dorchester

BOSTON MAIN STREETS 2000 — DISTRICT HIGHLIGHTS

East Boston Main Streets - Taste of Eastie



Each year East Boston Main Streets (EBMS) holds its traditional *Taste of Eastie* fundraiser. More than 25 East Boston restaurants showed off their specialties at *Taste of Eastie 2000*. The fundraiser attracted more than 400 people from East Boston and from throughout the city. The Hilton Boston Logan Airport Hotel donated space for the event. Restaurants specializing in Italian, Latin American, Chinese, American, and Vietnamese cuisine donated their services and samples of their most popular foods. Logan TMA and the Eastie Express offered free rides to all ticket holders. The event raised over \$12,000 to support East Boston revitalization efforts in Maverick and Central Squares.

Even though there are technically no vacancies in the district, one new business opened, seven new jobs were created, 365 hours of volunteer work were donated and one historic building with three storefronts was renovated. East Boston Main Streets invested a \$10,000 grant and the building owners invested \$18,825 in this façade improvement project.

"A Taste of Eastie" was a huge success. Participating restaurants served up mouth watering specialties and East Boston Main Streets organizers did their job to a Tee. Over 200 people enjoyed a wonderful display of fine foods and desserts! The affair rates a perfect ten!"
George Murphy, *East Boston Times* reporter



Before



After

Storefront Improvement:
Frankie's Cleaners, East Boston

Hyde Park Main Streets - Enhanced Programming



Hyde Park Main Streets

"A Small Town in the City"

The Board of Hyde Park Main Streets (HPMS) in partnership with the Office of Business Development developed the *Enhanced Storefront Improvement Program*. Rather than working with one storefront project at a time, the Board and Design committee sought out significant and highly visible buildings and reached consensus on five in Cleary Square.

Direct contact was made with the property owners to gauge their interest in making storefront improvements. Using a retail market analysis developed in 1997-1998 as a guide and recruitment tool, the Economic Restructuring committee simultaneously worked with small businesses to interest them in expanding in Hyde Park.

Clustering physical improvements made investment attractive for property owners, as well as appealing to potential tenants. The most successful outcome is the opening of several independently-owned new businesses including a crafts and gift store, a taqueria, a restaurant, and a coffee house. Hyde Park's new businesses bring diversity to the commercial district.

BOSTON MAIN STREETS 2000—DISTRICT HIGHLIGHTS

"I am thankful for Main Streets encouragement and contribution to the expense. I hope the completed renovation will encourage others to see the possibility of a bright future for Cleary Square and enable them to recognize the synergy of owner investments to again establish the 'town' center as a viable attraction."

Michael B. Moskow, Michael B. Moskow & Co. The Moskow Building is a two-story brick building in Cleary Square, Hyde Park that includes eight first floor retail storefronts, five upper floor businesses, and no vacancies.

Moskow Building, Cleary Square, Hyde Park



South Boston Main Streets - Focused on the Future - Youth and Business Partnerships



**South Boston
Main Streets, Inc.**

Marketing studies have shown that South Boston youth do not shop in the local business district. To build district awareness and get youth involved in the business community, a partnership between SBMS and the South Boston Boys & Girls Club as well as another partnership between South Boston Youth Opportunities Area (YOA) and the Private Industry Council (PIC) introduce youth to local businesses. *Junior Main Streets* focuses on mentoring

and internship programs. Young people participating in the program learn about the area businesses and have an opportunity to see themselves as active, valued members of the community. They also help with neighborhood cleanups, mailings, and library events, including entertaining children during storytelling hours. Their participation helped make the district's *Winter Wonderland* and the *Community Tree Lighting Celebration* successful. The events drew over 1,000 people to the Main Streets area during the holidays.

South Boston Main Streets completed two improvement projects in Year 2000. A new round of façade improvement applications—the program's fifth—will be announced in Year 2001.

"Main Streets and businesses respected young people and wanted to work with us. I wasn't aware that there are so many opportunities out there. Because of Main Streets I was exposed to those opportunities."

Josh Uftring, former participant, Junior South Boston Main Streets

"Gillette believes that a vibrant local business district is vital for a good neighborhood. The Main Streets program provides us the opportunity to effectively partner with the community on meaningful projects which enhance the quality of neighborhoods and their local businesses."

Maureen Benton, Manager, Gillette Staffing & Development, South Boston Manufacturing Center



South Boston Junior Main Streets in action

Roslindale Village Main Streets - It Takes a Community to Raise a Village



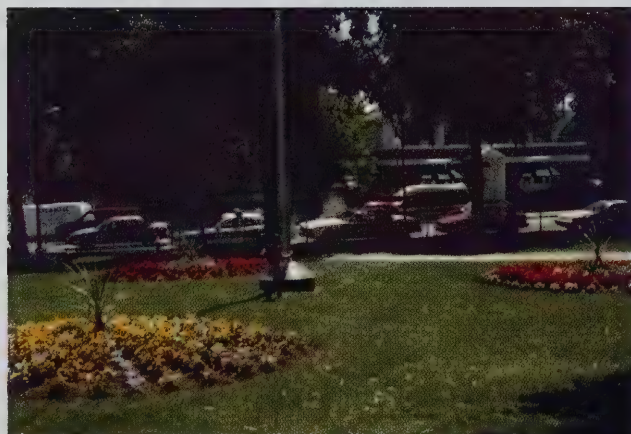
Established in 1985 as a pilot National Trust for Historic Preservation Urban Demonstration Program, Roslindale Village continues to be a model for other Main Street programs. Driven by dedicated and active community-spirited merchants, residents, and elected officials, the program has brought the vacancy rate to an all time low. New businesses include a neighborhood supermarket, coffee shop, gourmet bakery, boutiques, and restaurants. Established promotional programs such as a yearly *Farmer's Market*, *Summer Concerts in the Park*, and the *Fall Festival* connect the residents with the business district. Through 15 years of sustained Main Streets activity, this commercial district has weathered many changes in the local economy and is a thriving example of commercial district revitalization.

Year 2000 was a great year for Roslindale. Thanks to a group of dedicated sponsors, volunteers, and "roasters," in February Roslindale held the *Mayor's Roast*. Over 450 people attended. The event raised \$51,000 to benefit Main Streets programs. Six new retail businesses and three restaurants are in the pipeline. Roslindale received an extraordinary level of media attention from The Boston Globe, Preservation Magazine, Boston Magazine, Parkway Transcript, Baltimore Sun, and the Christian

Science Monitor. Over \$60,000 was allocated in storefront improvements on Corinth Street and the Browne Fund began work on the *Village Courtyard*. The Roslindale Village streetscape was improved with new benches, a municipal clock, and street banners.

"Roslindale Village now offers a wide spectrum of shops specializing in food and gifts. The older shops, like the grocery and fish market, and the new shops, including the clothing and jewelry shops, are absolutely wonderful and the merchants are extraordinarily helpful."

Janice Babcock, Roslindale resident since 1984



Adams Park, Roslindale Square, Roslindale

National Trust for Historic Preservation Four Point Approach

The approach of the national Main Streets program is a preservation-based, volunteer-driven strategy to revitalize commercial districts. Developed by the National Trust for Historic Preservation, it is used in more than 1,600 communities nationwide. The Main Streets approach focuses on work in four broad areas including:

1. **Organization:** collaborative partnerships among the many groups, organizations, and constituents with interest in revitalization.
2. **Economic Restructuring:** strengthening each district's existing economic base and working to gradually expand it by helping businesses become stronger and recruiting new businesses that fulfill market need.
3. **Design:** improving the physical appearance of the commercial district and advocating historic preservation and re-use of existing architecture. Design improvements extend to the streets, sidewalks, signs, parking, and all other aspects of the streetscape.
4. **Promotion:** changing people's attitudes about the commercial district by marketing the district to neighborhood residents, investors, visitors, and others.

BOSTON MAIN STREETS—DISTRICT COLLABORATIONS

Year 2000 district goals were accomplished through the generous financial, in-kind, and human capital contributions of many community organizations. While not exhaustive, the following list includes many of the local Main Streets' dedicated partners:

Allston Brighton CDC	Lenox Camden Residents Association
Asian American Association	Louis D. Brown Association
Asian American Bank and Trust	Mandela Residents Cooperative
Asian CDC	Mass College of Pharmacy
Blackstone/Franklin Association	Melville Park Association
Blue Hill Task Force	Mercantile BankSafe Neighborhood Initiative
Boston College	Mission Safe
Boston Empowerment Center	Mt. Washington Bank
Boston University/Boston College Students	Nation of Islam
Bradford Street Organization	NAACP
Brighton Allston Historical Society	New England Baptist Hospital
Brighton Board of Trade	New Vision CDC
Center for Community Health Education and Research	Old Dover Association
Chinese Consolidated Benevolent Association of New England	Open Space Land Trust
Chinese Economic Development Council	People's Federal Saving Bank
Chinese Merchants Association	Private Industry Council (PIC)
Codman Square Merchants Association	Project Place
Codman Square NDC	Project Right
Dorchester Bay EDC	Ramsay Park Advisory Board
Dorchester Community Center for the Visual Arts (DotArt)	St. Elizabeth's Medical Center
Dorchester House	St. Mark's Church
Dorchester Neighborhood Service Center	St. Mark's Area Civic Association
East Boston Chamber of Commerce	St. Mark's Area Merchant's Association
East Boston YMCA	SCORE
Egleston Square Library	Shawmut Properties/Century 21
Egleston Square Merchants Association	Sociedad Latina
Fields Corner Civic Association	South Boston Association of Nonprofits
Fields Corner CDC	South Boston Boys & Girls Club
Fields Corner Merchants Association	South Boston Volunteer Corp.
Four Corners Action Coalition	South Boston Youth Opportunities Area
Freedom House	South End Historical Society
Greater Four Corners Action Coalition	Traffic Calming Coalition
Greenwood Memorial United Methodist Church	Union Park Neighborhood Association
Grove Hall CDC	U.S. Small Business Administration
Grove Hall Board of Trade	Union Park Street
GTI	Urban Edge
Hamilton Realty	Viet-Aid
Healthy East Boston	Vietnamese Association
Hyde Jackson Merchants Association	Women & Enterprise Center
Hyde Park Board of Trade	Worcester Square Association
Hyde Park Cooperative Bank	YMCA South Cove Branch
Hyde Park Savings	Zoo New England
Hyde Park Farmer's Market	

B O S T O N M A I N S T R E E T S — F I N A N C I A L R E P O R T

The Boston Main Streets program is funded with City and Federal sources, the generous support of its Corporate Buddies, and through the financial and in-kind support from local businesses and community partners.

	2000	1995 - 2000
FUNDING		
City of Boston Main Streets	\$1,891,000	\$7,554,408
Corporate Buddies	\$140,000	\$660,000
Local Fundraising	\$258,000	\$1,093,012
Total Funding	\$2,289,000	\$9,307,420
INVESTMENT		
Total Boston Main Street grants for storefront improvements	\$214,250	\$585,191
Private investment leveraged with storefront improvement grants	\$925,413	\$1,738,195
ECONOMIC ACTIVITY		
Net new and expanded businesses	43	356
Net new jobs	229	2,555
Volunteer hours invested	17,129	65,000
Completed storefront projects	76	203
Businesses receiving design assistance	45	349
EVENTS		
Seminars and Forums/Small Business Education and Training	94	
Annual Meetings	17	
Boston Unwrapped!	17	
Festivals/Fairs	12	
Fundraisers	20	
Neighborhood Historical Tours/Concerts/Multimedia Events	15	
Retail Events-Ribbon Cuttings/Networking Events	18	

PROGRAM STATISTICS THROUGH DECEMBER 2001

FUNDING	2001	1995 - 2001
City of Boston Main Streets	\$1,798,700	\$9,353,108
Corporate Buddies	155,000	815,000
Local Fundraising	354,000	1,447,012
Total Funding	2,307,700	11,615,120
INVESTMENT		
Boston Main Streets Total Physical Improvement Grants	\$56,013	\$638,797
Private Investment Leveraged with Physical Improvement Grants	3,108,580	5,622,437
ECONOMIC ACTIVITY		
Number of Net New Businesses	37	393
Number of Net New Jobs	242	2,797
Volunteer Hours Invested	15,236	81,680
Businesses Receiving Design Assistance	79	413
Businesses Completing Storefront Improvement Projects	22	226
EVENTS		Attendance
Annual Meetings	13	505
Boston Unwrapped!	29	6,097
Fundraisers	26	2,670
Neighborhood Tours, Concerts, Multi-media	34	5,957
Retail Events, Ribbon Cuttings	31	1,545
Networking Events	49	3,606

BOSTON MAIN STREETS - CORPORATE PARTNERS

Blue Cross Blue Shield of Massachusetts	Fleet Bank	New Balance Athletic Shoe, Inc.
Boston Federal Savings Bank	The Gillette Company	Mellon Financial Corporation
Boston Private Bank & Trust Company	Hyde Park Cooperative Bank	Roche Brothers
Brigham and Women's Hospital	Hyde Park Savings Bank	Sovereign Bank
Capital Crossing Bank	KeySpan Energy Delivery New England	Verizon
Citizens Bank of Massachusetts	LISC	

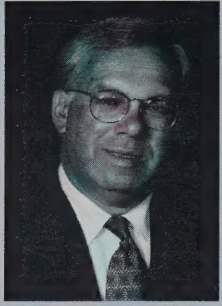
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B O S T O N M A I N S T R E E T S - U P D A T E



Dear Friends,

Boston Main Streets continues to build vibrant neighborhoods by creating healthy commercial districts. We've grown from 19 to 21 districts and welcomed both West Roxbury and Centre/South Main Streets over the past year. Our corporate partnerships have grown as well. New corporate partners include Blue Cross Blue Shield of Massachusetts, Hyde Park Cooperative Bank and Hyde Park Savings Bank, Roche Brothers, Sovereign Bank, and Verizon.

This update provides you with a map that includes new district locations and financial information, as well as a comprehensive listing of Boston Main Streets Corporate Partners.

I want to thank all of the volunteers, residents, business owners, property owners, and community organizations for their participation and support. Main Streets is a success because of their involvement. Congratulations on another successful year.

Sincerely,

A stylized, handwritten signature in blue ink that reads "Thomas M. Menino".

Thomas M. Menino

Mayor of Boston



**Boston Main Streets map
locating 21 districts.**

**New districts highlighted
in blue.**



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Become a Main Streets Member

Call the Boston Main Street office for information about becoming a member of your local Main Street district, to request additional information, or to contribute in-kind services or products.

Become a Main Streets Corporate Buddy

Contact Emily Haber, Director, Boston Main Streets, to become a Corporate Buddy.

Corporate buddies enjoy a high community profile. Residents and district businesses feel positive about a corporation that does good work in the community. Corporate sponsors receive great publicity at a cost much lower than advertising yet with more impact. Buddies participate in all district events. Sponsor logos are included on all district publications.

Boston Main Streets Publications

Commercial District Design Guidelines 2000

Project List 1998

Beyond Baked Beans Discover Boston's Main Streets

Special thanks to report contributors including district managers and Boston Main Streets and DND staff:

Erin Amar, Tony Barros, Gary Battison, Eli Castro, Laura Catanzaro, Maggie Cohn, Pat Connolly, Linda Doran, Annissa Essaibi, Steve Gilman, Shelley Goehring, Sheila Grove, Lorraine Grubbs-Smith, Emily Haber, Hye-Sung Han, Rosie Hanlon, Bob Haas, Ana Impellizeri, Karen Kaigler, Mary Knasas, Keith Kuzman, Dan Lerner, Bik Ng, Maria Nigro, Karen O'Connell, Carol Owens, Maureen Piraino, Jennifer Rose, Ann Marie Rowlands, Karen Sutherland, Janet Stanley, Joyce Stanley, Irene Thai, Andrew Theokas, and Janice Williams.

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Basic City Services Cabinet

Boston Department of Neighborhood Development and
Office of Business Development

Boston Empowerment Zone

Boston Environment Department

Boston Graphic Arts Department

Boston Inspectional Services Department

Boston Landmarks Commission

Boston Parks and Recreation Department

Boston Police Department

Boston Property Management Department

Boston Preservation Alliance

Boston Public Library

Boston Public Works Department

Boston Redevelopment Authority

Boston Transportation Department

Edward Ingersoll Browne Fund

Mayor's Office of Neighborhood Services

Mayor's Office of New Bostonians

Mayor's Office of Special Events and Tourism

N.I.C.E. Program

U.S. Department of Housing and Urban Development (HUD)



City of Boston

Thomas M. Menino, Mayor

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Thomas M. Menino, Mayor

Charlotte Golar Richie, Chief and Director

August 2001



Cover Images:

A busy morning at the Melting Pot, Roslindale Village

Sonya's Bridal Shop, Hyde/Jackson Square, Jamaica Plain

A barber and his client, Egleston Square, Roxbury

Roland Hayes School of Music students perform at the Boston Unwrapped! kick-off, Dudley Square, Roxbury

District Banners on display at the opening of the National Town Meeting 2000, Cyclorama, South End

Jammin @ Dudley Main Streets, Arts and Culture fundraiser attendees, Dudley Square, Roxbury